



WKMG

# ORDER

Print Date 11/05/12 Page 1 of 1

Flight Dates 10/29/12-11/02/12

Contract / Revision 261371 /

Original Date / Revision  
10/05/12 10/05/12

Advertiser POL/S Plakon/R/Str/FI

Agency Southern Campaign Resour

Buying Contact

235 E. Virginia St.  
Tallahassee, FL 32301

Product

PLAKON FOR ST REP

Agency Com 15%

Billing Contact

235 E. Virginia St.  
Tallahassee, FL 32301

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06365419

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-State-Republican

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 5800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	4	\$4,930.00	\$5,800.00	0.00	10/29/12	11/02/12	4	\$4,930.00	\$5,800.00
<b>Totals</b>	<b>4</b>	<b>\$4,930.00</b>	<b>\$5,800.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/30/12	11/02/12	Local 6 News 12-1230p CM	CM	12-1230p	-T--F--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T--F--		2				\$1,200.00		0.00			
E 2	WKMG	10/29/12	11/02/12	M-F 11p News CM	CM	11-1135p	M---F--	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M---F--		2				\$1,700.00		0.00			
<b>Totals</b>														<b>4</b>	<b>\$5,800.00</b>

**WKMG**

## ORDER

Print Date 11/05/12 Page 1 of 3

Flight Dates 10/30/12-11/06/12

Order Sep 00:15:00

Product

Estimate #

Contract / Revision

263339 /

**PLAKON FOR ST REP**

Alt Order # 6401363

Original Date / Revision

Agency Com 15%

Billing Type      Cash

10/30/12 11/02/12

### Billing Contact

Order Type GENERAL

AdvertiserPOL/SRPOF-PLAKON/R/STR

Billing Cycle	EOM/EOC
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**235 E. Virginia St.  
Tallahassee, FL 32301**

Billing Calendar BROADCAST

Agency **Southern Campaign Resource**

Demographic A25-54

## Buying Contact

Sales Office PHI

Rev Codes	AGY	POL	CAND
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**235 E. Virginia St.  
Tallahassee, FL 32301**

Sales Region NAT

Product Codes PL-State-Political

Sales Region NAT

Priority P-2

Agency Ref

Advertiser Ref

## Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
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Kristen Waskie	100%
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Order Share 100% Market Value 47350

Competing Station	% of Order	Amount
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CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	18	\$40,247.50	\$47,350.00	0.00
<b>Totals</b>	<b>18</b>	<b>\$40,247.50</b>	<b>\$47,350.00</b>	<b>0.00</b>

### Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	18	\$40,247.50	\$47,350.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKMG	11/01/12	11/02/12	Local 6 News 12-1230p CM		12-1230p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	0	\$0.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---T---	1			\$1,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
2	WKMG	10/29/12-11/04/12	Local 6 News 12-1230p	12-1230p		---Th-----	:30	<del>(\$1,200.00)</del>	0.00	NM					
Credited															
[MG 9-11]															
N 2	WKMG	10/31/12	11/02/12	3-4p Doctors CM		3-4p	--W-F--	:30	2	\$350.00	P-2	0.00	NM	1	\$350.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--W-F--	2			\$350.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WKMG	10/29/12-11/04/12	3-4p Doctors	3-4p		--W--F----	:30	<del>(\$350.00)</del>	0.00	NM					
Credited															